HCL

U&i

ENGINEERING AND R&D SERVICES

MULTILINGUAL SENTIMENT ANALYZER (MULSA)

A solution that gauges what customers feel, think and say about your company's products and services, by extracting sentiments and insights in different languages. Built using IBM core components

Do Your Customers Like Your Products?

BUSINESS SCENARIO AND NEED

Aligning precious resources to the right products and services is becoming increasingly difficult for businesses across the globe. They need to know where exactly to focus their marketing efforts and apply new feature development and enhancements, based on client sentiment.

Currently available sentiment analysis tools in the market are limited in scope to a single language. Important insights are lost due to this, which may hamper or kill product prospects in certain geographies.
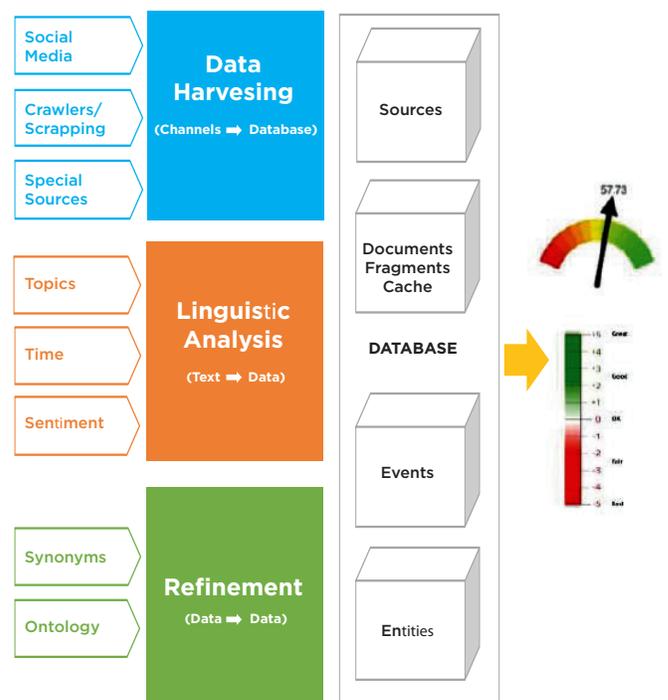
SOLUTION BRIEF

Customers voice their concerns and opinions over several disparate forums. Our solution is capable of combining data from multiple sources and extracting customer sentiments in response to specific questions. Using this solution, we can also determine if customer concerns are genuine (or not).

Serving business goal of:	Tracking insights across platforms:
Product Managers	News
Product Marketing Teams	Social Media
Customer Support Teams	User Community Feedback on Performance and Defects
MarCom Experts	Launch Events
Corporate Analysts	Releases and Announcements

HOW IT WORKS

The solution leverages IBM's tech stack including Cognos, NLP APIs, mature language translation, and works on SoftLayer. Hence it will be a differentiating factor for multinational companies across domains. The figure below shows a representation of its knowledge base.

SOLUTION BENEFITS

- Visibility into market reception and perception of products and services

- Identification of focus areas like patch fix versus new release based on user sentiment

- As a powerful marketing tool to assess local opinion on what clients like/dislike across different geographies

INDUSTRIES SUPPORTED

Online platform companies, especially those with huge data pool of multilingual conversations, will be benefitted the most by this solution across areas like:

SOCIAL MEDIA AND PHOTO SHARING	INTERNET SEARCH SERVICES	TRAVEL, TRANSPORT AND LOGISTICS	GAMING AND ENTERTAINMENT
HEALTHCARE	PAYMENTS SERVICES	RESEARCH AND ADVISORY	INSURANCE

USE CASE

A recent upgrade on a game of a certain brand led to performance and user experience related issues, which did not go well with its users. Company sales had declined. The problem could be fixed either by doing a patch fix and delaying the release of the next version by 12 months, or focusing on the next version of the game, scheduled for release just 6 months later. HCL's MULSA Solution was used to understand users' sentiment and decide on a way of action. The tool analyzed the internet, social media and forums across the globe to infer that only 5% of users favored issue resolution in the current version as opposed to waiting for the new release. It also found that a majority of the user base had not applied the upgrade and sales were dropping in anticipation of the new version. It led to the product manager correctly advising the management to focus and allocate resources on the new version, rather than on the existing one.

For more information, write to ers.info@hcl.com

HCL@THINK 2018
ANNUAL IBM CONFERENCE

This year, HCL's presence at Think 2018, is themed with an iconic representation of the letters "U & i". Through this coinage, we aspire to represent the growing tide of productive infusion of data analysis, cognitive capabilities and intelligence-based decision systems (denoted by the "i") into the mainstream enterprise operational rubric of our clients worldwide (denoted by "U").

We believe this rapid convergence of technology, processes and people, will create a self-sustaining eco-system for 21st century enterprises that will mature to realize value beyond the norm for years to come. Most of the 30 HCL solutions being showcased at Think 2018 are testament to this evolving philosophy for enterprise solutions that bear a similar promise for the future.

And finally, we also realize that the human-machine capability integration is something that cannot become a reality in isolation. In fact, it will be a product of close partnerships (as denoted by the melding of human and robotic minds in the visual), like the one forged by HCL and IBM and many others to come. All of which will take steps to help create a world that understands the risks and appreciates the benefits of making this next big human-inspired technological leap ahead.

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